

Title: Gimmick/Inventions

Objectives: To learn about innovations and inventions developed in response to the craze of the gold rush; To help characters raise money in order to pay for the supplies; To use the writing traits of word choice and presentation.

Materials:

14X24 Newsprint or drawing paper

Black pens

Overheads of advertisements from the gold rush (Klondike Gold Rush Historic Resource Study, pp. 72-87),
Seattle Post-Intelligencer article, “Things that Worked, Things that Didn’t”

Time: 1 and 1/2 hours (in 3 parts)

Lesson Description:

Students’ characters need to make money in order to buy their supplies (outfit). They learn some background information about the products developed during the gold rush, study advertisements from the gold rush, then create advertisements in order to sell a gimmick they have invented.

Part One (Background):

1. Read the following excerpt from Gold! The Klondike Adventure :

The Stampeders often paused on the streets of Seattle to watch street salesmen show off the newest products designed for those traveling north. There were Klondike medicine chests, Klondike blankets, and Klondike electric gold pans. There were portable Klondike houses, which the peddlers told their customers were “as light as air,” even with the double bed and special Yukon stove that folded up inside. Dried food was sold in large quantities to future miners who wanted to save weight

and space in their backpacks. Although most of the food was colorless and tasted bad...

Many dishonest merchants made money during the gold rush by selling worthless products or taking advantage of the innocent gold seekers. One Klondiker, Arthur Dietz, stopped on the street to watch a salesman pour some yellow powder from a sack and make a plate of scrambled eggs. Dietz was so impressed that he bought 100 pounds of evaporated eggs for him and his traveling companions. It was not until the group was on its way to the Klondike that Dietz opened the sacks. He realized that the yellow powder inside was really not egg at all. The deceitful salesman had switched sacks and sold him 100 pounds of cornmeal. (p. 26, Rey)

2. Pass out copies of “Things that Worked, Things that Didn’t,” Seattle Post Intelligencer, Special Edition, September 13, 1990. Instruct the students to look for information regarding gimmicks and inventions created for the miners as they read. For a quick assessment after they’ve read, have students define the word “gimmick” and identify two gimmicks mentioned in the article.

Part Two (Jigsaw):

1. Tell the students they will create their own inventions or gimmicks to sell in order to make enough money to buy the supplies they’ll need in the Yukon. In order to sell it they must make an advertisement. Put students in small groups. Give each group one or two pages of advertisements from Klondike Gold Rush Historic Resource Study. Each page has a different theme.

2. Assign each group to identify the topic of the advertisements and name one observation about how the advertisements were written and one observation about the layout of the advertisements. Warn the groups they will present their findings.

3. Each group presents their findings to the whole class. Have overheads of each page available for students to use during their presentation. List their discoveries about the wording and layout of the advertisements to refer to when they create their own advertisements.

4. Compare a few of the advertisements (select at least one that has few words and one that is too wordy). Have students identify which advertisements they think would be more effective than others. Have them explain why. Point out the importance of word choice and how the words and images are laid out. In general, advertisements that are too wordy are less effective than ads that keep focused on a single clear message and leave enough white space so the eye doesn't get overwhelmed.

Part Three (Creating Gimmicks):

1. At this point invite the students to think of their own inventions or gimmicks to sell. Hand out the large newsprint. Using pencil, students should sketch out their ads, paying attention to lettering size and style. When students are satisfied with the advertisement give them a black marker (Sharpies work best) to outline all wording and drawings.

2. Post the completed advertisements.

3. Have students examine the completed ads and reflect on which ads they find attractive or powerful. Tell the students to turn to a neighbor and share one thing they think they would do differently if they could redo their ad.

TEACHER NOTES: Creating your own advertisement in advance to show as an example can really help the students envision what the finished ad may look like. Keep a few of the students' ads to use as examples for next year---both strong and weak examples. This lesson can easily be broken into three parts and spread over three different work periods.



Mercer Island School District



Advertising

During the gold rush, businesses on the West Coast used the word "Klondike" to sell everything from opera glasses to evaporated food. The following pages include examples of advertising that appeared in newspapers and city directories from San Francisco to Vancouver, British Columbia, during the years 1897-1898.

Sources for these advertisements include the following: *The Seattle Daily Times*, *The Seattle Post-Intelligencer*, *The Tacoma Daily News*, *The Morning Leader* (Port Townsend), and *Vancouver News-Advertiser*, 1897-1898.



**Yukon
Gold Fields,
Alaska.**

Clondyke!

THE NORTH AMERICAN TRANSPORTATION & TRADING COMPANY'S

Steamer Cleveland

Leaves Seattle Aug. 5,

Connecting at St. Michael's with elegant over steamers direct for the mines. For rates and further information apply at the company's office, 415 First avenue, Seattle.

**Alaska
Supplies.**

The Best for the Least.

Winship Bros. Co. Inc.,

Cor. Western Ave. and
Madison St.
Two blocks North of Depot.

**How to Get a
Good Outfit Cheap**

Is what puzzles most everybody.
We can furnish you with the
best outfit at less cost than you
could obtain it elsewhere.

Winship Bros. Co. Inc.
Pioneer Outfitters.
520-522 Western Ave. cor. Madison St.
Tel. 11-10-20.



If You Are Going To Get An Outfit

What's the use of putting it off till the last minute and then rush around excited and forget a great many important things.

Although we are busy day and night, and selling more ALASKA OUTFITS than any firm in this city, we are prepared to put up the largest orders on a few minutes' notice.

However, we advise everybody intending to favor us with their orders to leave them with us as early as possible.

COOPER & LEVY,

ALASKA OUTFITTERS.
104 and 106 First Avenue South,
Seattle, Wash.

Klondike Equipment and Services

Among the goods advertised were asbestos-lined Yukon stoves, Klondike insect-proof masks, and frost extractors.



Klondike Insect-Proof Mask
A newly patented device which is an absolute protection against all insects.
Made of Galvanized Steel wire and Cape of linen scrim.
Cannot break or tear.
Sold by all Outfitters on Pacific Coast.
Alaska Novelty Mfg. Co., Tacoma

Klondike Photos \$1.00 per doz.



Fine Cabinet Photographs, \$1.00 per doz.
Gem Photos, 50c per doz.

GEM STUDIO, 1322 Pac. Ave., Tacoma

Risdon Iron Works, MANUFACTURERS OF GOLD DREDGING MACHINERY FOR YUKON AND KLONDIKE.

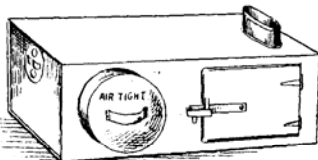


Our Mining River Dredge is just the thing for placer mining in Alaska. Shipped knocked down and, if desired, erected, in running order.

We also manufacture all kinds of Steam-wheel Boats, Mining and Milling Machinery, Engines and Boilers, Steam Patent Hydraulic Elevators and Hydraulic Plants, Water Wheels and Sheet Iron Riveted Pipe.

Office and Works: Howard and Beale Mts., San Francisco, Cal.

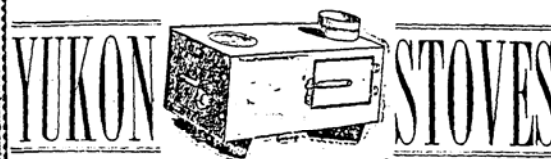
DO NOT FORGET To look up Clark's Air-Tight Camp Stove



It will hold fire longer, burn less wood and give better satisfaction than any stove that has gone into Alaska. We have had positive proof of this from Dawson City and the trail. Do not let some of those out-fitters tell you they have a good one—they cannot show you anything better. We also make the best candle lantern in the market. If you cannot find them at your out-fitter, call at headquarters. **T. F. Clark & Co., 918 Western Ave., Seattle**

KLONDYKE

We have a few of our celebrated asbestos-lined



which we are disposing of at reduced prices.

....COMPLETE OUTFITS....

Z. C. MILES CO.

A. L. PIPER, Receiver

KLONDYKE BOATS

Write to V. R. PEIRSON, 221 Cherry Street, Seattle, about your 'knock-down boats. We always have them ready in time.

Clondyke Frost Extractor.

For Thawing
Frozen
Placer Dirt.



Shipped up and on exhibit
at West street, rear of
Mason's on and after
March 1st, 1898. Sample
at Hards Hat Armory & Co.

Light, cheap and highly efficient. Standard
sizes 1, 2 and 3 horse power; weights 100, 140
and 165 pounds complete. Larger sizes to order.
Easily taken to pieces in convenient sizes and
shapes for packing. For further particulars call
on or address

Barton Bros. & Co., 610 First Av.

WATERPROOF Covers, BAGS AND DUCK, TENTS.



PACIFIC COAST AGENTS
—FOR—

A. J. Tower's Fish Brand
OILED CLOTHING.

Jas. S. Gary & Son
(ALBERTON MILLS)

COTTON DUCK.

AMES & HARRIS,

MANUFACTURERS AND IMPORTERS.

100-104 Sacramento Street,
SAN FRANCISCO, CAL.

10-12 North First Street,
PORTLAND, OR.

Get a Combined
Patent.....



Klondyke Truck

Sled and Rocker
Combined.

Light, Durable and Cheap. Capacity 700 to 1000 lbs. Manufactured only by

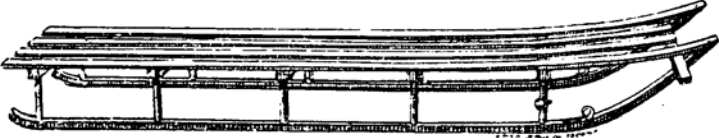
PACIFIC WAGON CO., Manufacturers

CAVEAT FILED

Successors to the Buchanan & Brooke Co.

SOUTH THIRD AND LANE STREETS

CORNELL BROS.,
MANUFACTURERS OF
Klondike Sleds
 754 C ST., TACOMA.




OUR EASTERN HICKORY SLEDS ARE THE LIGHTEST AND STRONGEST ON THE MARKET.

Weight 32 pounds and guaranteed to carry 1500 lbs.
 Take no other until you see them.
 Handled by all the Leading Dealers in Tacoma

Price List:

Hickory Sleds,	-	\$5.00
Fir	"	3.50
Oak	"	4.00



Just received, another lot of
KLONDYKE
 Eye Protectors, velvet lined, best made. Call and see me before buying. You cannot do without them.

LOUIS KLODT
 SCIENTIFIC OPTICIAN AND
 SWISS WATCHMAKER.
 No. 824 Second Avenue.
 Complicated Watches and Chronometers Repaired.

A WINCHESTER RIFLE



The Watchdog For The Klondike.
 It bites when it barks. It will protect your claim and supply you with food. Send name and address on a postal card for 148-page illustrated catalogue. It is free.

Winchester Repeating Arms Co.,
 NEW HAVEN, CONN.
 418 Market St., San Francisco, Cal.



SEATTLE BOAT FACTORY

G. V. JOHNSON & SON, Prop'r's

.....BUILDERS OF.....

Steamers, Launches, Yachts, Row Boats
 Canoes, Yawl Boats and Spoon Oars

We Keep Constantly in Stock Yawls, Life-Boats and Row-Boats

.....WE BUILD KLONDIKE BOATS.....

Railroad Avenue, One-Half Block So. of Charles St. SEATTLE, WASH.

Outfits for the Klondike

Some companies offered one-stop shopping by providing complete outfits. Cooper and Levy, one of the most heavily advertised outfitters, warned gold seekers that "you are going to a country where grub is more valuable than gold." This company also ran advertisements showing hapless miners who outfitted with "greenhorns," which left them stranded in the Far North with inadequate provisions.


Clondyke Outfits
 of the BEST QUALITY can be bought from
The Seattle Clothing Co.
 719 Second Av. Hinchley Block.



IF YOU WANT TO GET FIXED LIKE THIS MAN, GO TO SOME "GREENHORNS" WHO KNOW ABSOLUTELY NOTHING ABOUT FUR, AND ALASKAN OUTFITTERS.
 WE DO KNOW WE ARE OLD HANDS AT THE ALASKA BUSINESS, SUPPLY THE VERY BEST GOODS AND HAVE EXPERIENCED FACTORY.
 LIST OF SUPPLIES FOR "ONE MAN FOR ONE YEAR" SHOWING WHAT IS REQUIRED, COST AND WEIGHT OF SAME, MAILED FREE TO ANY ADDRESS.

COOPER & LEVY,
 Alaska Outfitters,
 104 and 106 First Ave. South. SEATTLE, WASH.



KLONDYKE Don't get excited and rush away only half prepared. You are going to a country where grub is more valuable than gold and frequently can't be bought for any price. We can fit you out quicker and better than any firm in town. We have had lots of experience, know how to pack and what to furnish.

COOPER & LEVY
 104, 106 FIRST AVENUE SOUTH.



If you want the very best Klondike outfit that money can buy, and want it put up on short notice, we can serve you well and faithfully.

COOPER & LEVY
 104-106 FIRST AVENUE SOUTH, ONE DOOR SOUTH OF YESLER WAY

"The Gold Fever Is Raging"

And we are working night and day putting up the very best outfits that money can buy—outfits that will make you glad when you get there. We have put up miners' outfits for years, and can give you some good, healthy advice as to what you should and what you should not take.

See to it that your bill of fare is well balanced—not too much of this and too little of that, as the chances are against your evening it up to your satisfaction when you get to the

KLONDYKE

The Seattle Trading Co.
GROCERS
111 OCCIDENTAL AVE.

Klondike! Klondike!

ALASKA

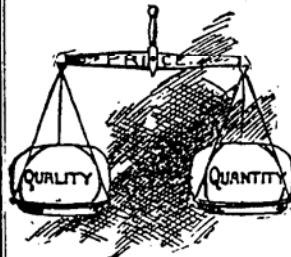
Goldseekers' Outfits

At wholesale and retail, complete in every detail, sold by us; we carry a large stock of every line of goods used for a complete outfit, which we are selling at most reasonable prices. All goods guaranteed as represented; we are experienced hands in the business and know what a miner requires, and how to pack it. Before selecting your outfit we invite you to inspect our stock.

Waterman & Katz

PORT TOWNSEND, WASH.

Quality Tells.



If you are going to the
KLONDIKE

Be sure that your
OUTFIT

Is of the best quality and properly
packed. We can furnish it.

CONNER BROS.
720 Second Ave. Boston Block.

The Klondike

ARE YOU GOING?

If so, remember that the

ONLY
HOUSE
IN
TACOMA

doing an outfitting business exclusively
is—

The Alaska Outfitting Comp'y

KLONDIKE OUTFITS.

CLOTHING AND SUPPLIES
OF EVERY DESCRIPTION.

Not the cheapest, but only the very best goods
at very low prices.

NATIVE ALASKA DOGS FOR SALE.

THE MACDOUGALL & SOUTHWICK CO.

Union Steamship Co. of B. C.

— LIMITED —

HEAD OFFICE AND WHARF,  VANCOUVER, B. C.



NORTHERN SETTLEMENTS.

S. S. Comox sails from Company's wharf every TUESDAY, at 9 a. m. for Bowen Island, Howe Sound, Sechart, Jervis Inlet, Froeck, Texada Island, Lund, Hernando Island, Cortez Island, Read Island, Valdez Island, Shoal Bay, Phillips Arm, Frederick Arm, Thurlow Island, Loughborough Inlet, Salmon River, Port Neville, and sails every FRIDAY, at 3 p. m., for Way Ports and Shoal Bay, calling at Bute Inlet every six weeks.

NASS RIVER AND WAY PORTS.

S. S. Coquitlam sails on the 8th and 22nd of each month for Naas River and Way Ports, and will proceed to any part of the Coast should inducements offer.

MOODYVILLE AND NORTH VANCOUVER FERRY.

Leaves Moodyville at 8, 9.15, 10.45 a. m., 12 noon, 2, 4, 5.45 and 7 p. m.
Leaves Vancouver at 8.35, 10, 11.20 a. m., 1.15, 3.15, 5.15, 6.20 and 7.30 p. m. Calling at North Vancouver each way, excepting the noon trip.
Late trip Saturday and Sunday, leave Moodyville 7 p. m., Vancouver, 7.30 p. m.

CLONDIKE GOLDFIELDS.

Steamers to DYEA for the YUKON COUNTRY during the Season.

Freight Steamer "Capilano," capacity 300 tons d. w.


Tugs and scows always available for towing and freighting business. Large storage accommodation on Company's wharf.





Telephone 94 P. O. Box 771.

H. DARLING, MANAGER.

Transportation to the Klondike

Businesses such as the Alaska Steamship Company advertised
"ample room for horses and freight," along with "first-class meals for all."

	<h1>ALASKA CLIPPER LINE</h1> <p><i>The Miner's Route</i></p>	<p>No Stock to Sell</p> <p>Our ships are afloat and ready for business.</p> <p>No Vessels to Build</p>
		<p>Passengers and freight by staunch sailing vessels for all Alaska points at reasonable rates.</p> <p>Small steamers and mining machinery taken as freight.</p> <p>BENJAMIN HAVNER, Manager</p> <p>Rooms 1, 2 and 3, Gross Building, TACOMA, Wash.</p>

	<p>Going to the</p>	
<h1>KLONDYKE</h1>		
<p>— TAKE THE —</p>		
<h2>STEAMSHIP "UTOPIA"</h2>		
<p>WILL LEAVE SEATTLE</p>		
<h2>FOR SKAGUAY AND DYEA</h2>		
<p>WEDNESDAY, AUG. 11th</p>		
<p>Good Accommodations. First-Class Meals for All. Ample Room for Horses and Freight.</p>		
<h3>STRONG SHIP, QUICK AND SAFE PASSAGE</h3>		
<h3>ALASKA STEAMSHIP CO.,</h3>		
	<p>Ticket office N. W. corner First avenue and Yesler way, under First National bank</p>	

Clothing for the Klondike

As one advertisement indicated, "The Skagway winds blow hard and cold and reach the bones thro' blankets, woolens and mackinaws." Clothing was an important purchase for Klondike stampeders.

THE BON MARCHÉ
Nordhoff & Co.
1425-4427-4429 SECOND AVENUE, RS AND RT FIVE STREET

KLONDIKE

**Underwear
Hosiery
And Gloves**

You Buy Them Here Cheaper
Than Elsewhere

SHOREY'S PATENT
Blizzard Resister Suits
Made under Patent No. 1002
are the Most Comfortable
Garments Made.

Shorey's Miners' Suit
Made in all Shades
of Mackinaw,
Warmly Lined,
With or Without
Capot.
Also in Khaki Duck.

Shorey's Arctic Suit
Made in all Shades
of Heavy Mackinaw,
With or Without
Capot.

These Goods can be
Purchased at
Edmonton, N.W.T.
Calgary
Prince Albert
Winnipeg Man.
and all Eastern
Towns.

These Goods can be
Purchased at
Vancouver - B. C.
Victoria
Kamloops
Ashcroft
Nanaimo
Glenora

See that Shorey's Guarantee Card is in the Pocket of Every Garment.

**SHOREY'S
KLONDYKE
SHIRT**

COURTESY TERENCE COLE

John E. Kelly, The Seattle
Underwear Dealer,
has **EXTRA HEAVY
KLONDIKE UNDERWEAR**
for
WOMEN as well as **MEN**
First Ave., Union and University Sts.,
under the Vendome Hotel.



The Skagway Winds

Blow hard and cold and reach the bones thro' blankets, woolens and mackinawa.

BUCKSKIN STOPS 'EM.

So say those who have returned. We have the buckskin suits for big lunged men and plucky women.

SOFT, WARM AND IMPERVIOUS

STEWART & HOLMES DRUG CO.

703 First Ave.

YOU WILL NEED A PAIR OF THESE

When You go to the

KLONDIKE

Alaska Footwear



SEATTLE is the only place to outfit and get just what you will need. We carry a complete stock of **Alaska Footwear** of every description, including Miners' Boots, Shoes and Rubber Goods, Moccasins, Leggings, German Sox, Felt Boots with Overs, etc.

San Francisco Shoe Co.

COURTESY TERRELL COLE

THE BON **MARCHÉ**

Nordhoff & Co.

1425 1ST AVE. 1428 2ND AVE. 1431 3RD AVE. 1434 4TH AVE.


Hear the Prices Drop

Just in by Overland Freight—
20 Cans

Alaska and Clondyke

Wearing
Apparel.

Great Bargains in . . .



Alaska.... Footwear

Call and get our Prices.
It will pay you.

We are agents for the Celebrated

A. A. Cutter

Boots and Shoes.

TREEN SHOE CO.

707 FIRST AVENUE.

The best is none too good

When you go to Klondike you need a stock of

Pure Fresh DRUGS

Our Klondike Medicine Chest contains the purest and best assortment of drugs on the market.

FOR FAIR DEALING GO TO

ST. JOHN'S PHARMACY, 938 Pacific Avenue, Tacoma.

Pharmaceuticals for the Klondike


Medicine cases and drugs were widely advertised during the gold rush. "You will be tired and sore," one advertisement for liniment noted. Another advertisement used humor: "Klondycitis is very prevalent disease which cannot be cured by medical science."

Go to Alaska Prepared For Emergencies...

OUR STAR MEDICAL CASE

Is a complete outfit of REMEDIES, APPLICATIONS and APPLIANCES likely to be needed on a trip north. Contains nothing useless—nothing to break or freeze. Any desired changes or additions made without extra cost. A book of directions accompanying each case. Your inspection invited.

Stewart & Holmes Drug Co.
703 First Avenue.



KLONDYCITIS

Is a very prevalent disease which cannot be cured by medical science. We have unusual advantages which enable us to make the ailment one of pleasure. Come and see us before going North.

Lee's Pharmacy

Cor. Second Avenue and Columbia Street.

Your Klondike Outfit

to be correct MUST have our

Perfected Emergency Medicine Case

Being the **LIGHTEST** and altogether the **CHEAPEST** case on the market. As it contains no liquids the danger of freezing or breakage is eliminated.

Each remedy is the best for its particular purpose known to modern science.

The Most **COMPLETE, COMPACT and CONVENIENT**

Our long experience in trade with Alaska miners has made us familiar with their wants—hence our ability to furnish a medicine case as nearly perfect as possible.

We also have Concentrated Vinegar, Evaporated Lime Juice for scurvy, and Saccharin 50% times sweeter than sugar. Apply for prices in any quantity to

STEWART & HOLMES DRUG CO.,
Wholesale and Retail Druggists.


KLONDYKE You Will Be Tired and Sore

Sluwash Liniment has helped others over the journey, why not you? Cures Lame Back, Soreness, Stiff Joints, Sprains, Bruises, Neuralgic Pains, etc. For sale by leading druggists and by Chas. Kimball, Dawson City.

Look for This Label

LaMont's

IMPROVED Crystallized EGG



NO BREAKING. NO BAD EGGS. NO SHELLS. NO WASTE. SIMPLY FRESH EGGS WITH THE WATER EXPELLED. DISSOLVES READILY IN COLD, WARM, (NEVER HOT) WATER, OR MILK.

YEARS OF CONTINUOUS USE BY THE LARGEST PIE AND CRACKER BAKERS IN THE WORLD PROVE IT SUPERIOR TO COLD STORAGE OR ANY OTHER PRESERVED OR FRESH EGGS.

WHOLE EGG

THE QUESTION HAS BEEN TO PRESERVE EGGS WITHOUT ADULTERATION. WITHOUT ADULTERATION SOLVES THE PROBLEM. Crystallized Egg Solves The Problem AND IS THE RESULT OF YEARS OF EXPERIMENT AND THE EXPENDITURE OF SEVERAL HUNDRED THOUSAND DOLLARS.

None Sold In Bulk

INFRINGEMENTS WILL BE PROSECUTED AND FULL ACCOUNTING DEMANDED.

Just received another shipment of

EVAPORATED POTATOES AND ONIONS

for Klondyke outfitters.

COLUMBIA GROCERY CO.
L. M. NEWMAN, Propr.
912 FIRST AVE.

**WE THROW DOWN
THE
GAUNTLET**

HALL'S PULVERIZED EGGS

PARALYZE COMPETITION

Half the Price of the Self-Inflated and Sensationally Advertised High-Priced Prepared Eggs Offered on this Market.

Your Life May Depend
upon your getting the very best Groceries if you are going to the

Klondyke

Our goods are the VERY BEST and we pack them with the UTMOST CARE.

COLUMBIA GROCERY CO.
L. M. NEWMAN, Propr.
912 FIRST AVE.

Food for the Klondike

"Your life may depend upon your getting the very best groceries," one advertisement warned gold seekers. Evaporated food was heavily advertised, and LaMont's frequently ran advertisements for crystallized eggs, prompting challenges from Hall's, a competitor.

Advertising in Tacoma

The longstanding rivalry between Tacoma and Seattle intensified during the Klondike Gold Rush. These advertisements from Tacoma touted the "City of Destiny" as the "best place on Puget Sound." One Tacoma company offered investments in mining "better than Klondike."

TACOMA

The *Best place
on Puget Sound to* **LIVE IN,
INVEST IN,
MAKE MONEY IN**

City of Destiny

A judicious investment in real estate here now cannot, in my judgment fail to be profitable. Tacoma is growing and will continue to grow, and real estate must advance in value from present low prices.

For particulars concerning desirable investments in Tacoma real estate, call on or address

ALLEN C. MASON

Room 2, Mason Block, TACOMA, Wash.

ESTABLISHED 1883

Better than Klondike

are investments in REALTY and MINING in the State of Washington. Choice list of Business, Residence, Acre and Farm Property in Tacoma and Pierce County.

MINING A SPECIALTY—Stocks for sale in all reliable companies.
HOUSES RENTED, TAXES PAID, and entire charge taken of property.

For further information call on or address

Daniel McGregor,

10 Years Residence in the State. 301 Washington Bldg., Tacoma, Wash.

Miners' KLONDIKE Outfits

When in Montreal Visit our Warerooms



Sleeping Bags, Dunnage Bags, Oiled Clothing, Waterproof Sheets,
Klondike Boots, Fishing Tackle, Canvas, Rope, Blocks, Kit-Bags,
Knapsacks, Belts, Parkstraps, Rubber Goods, Hammocks.

Elder-down Sleeping Bags and Hoods. (These are the best for cold weather.)

We have fitted out a great number bound for the Gold Fields, and our goods have been used by the most prominent expeditions and have given entire satisfaction.

We have the largest and most varied stock in Canada.

TENTS—(Our own special make), double or single as required. Finished specially for hard usage!

MINERS' TOOLS—The latest on the market.

FOLDING STOVES (with cooking utensils of all kinds).
Shot Guns, Revolvers, Rifles. See our latest, Rifle and Shot Gun combined.

Ask for our \$12.00 OUTFIT. Tent, Stove, Stool, Cooking Utensils and Waterproof Sheet. Complete outfit for one man.

Headquarters—34 and 36 Victoria Square
MONTREAL, CANADA.

The "Sonne" Awning, Tent and Tarpaulin Co.
MANUFACTURERS AND IMPORTERS.

The Klondike stampede created geographical confusion. This advertisement for a Canadian company was more appropriate for an African outfit than an outfit for the Klondike.

COURTESY TERRANCE COLE

Advertising in Canada

Canadian companies advertised "no duty" for Klondike goods purchased in British Columbia.

The B. C. Sugar Refining Co.

—LIMITED—
BRANCH OFFICE.
VANCOUVER, B. C. ✕ VICTORIA, B. C.

—PUT UP—
Granulated, Cube and Bar



IN 50 LB., 20 LB. and 10 LB. PACKAGES.

—SPECIALLY SUITED FOR—
KLONDYKE

To be had of all Merchants in British Columbia

—NO DUTY AT KLONDYKE—

THE YUKON GOLD FIELDS

CLONDYKE.

If you want all the news,
reliable, accurate and full,
subscribe for the

Daily Post-Intelligencer.

75c a Month.

Steamers arrive every few days.
Don't let the opportunity slip by.

Subscribe Now.

The Weekly Post-Intelligencer, \$1.00 Per Year.

Clondyke!
Clondyke!
Clondyke!

GET THE LATEST NEWS FROM THE KLONDIKE

ALL THE NEWS of the Yukon Gold Fields is published in the TACOMA
DAILY and WEEKLY NEWS. If you have relatives or friends on the
Klondike, get the latest news about them by taking one of these papers.

The Daily News, per month - \$.50 The Weekly News, six months \$.75
The Daily News, per year - 5.00 The Weekly News, one year - 1.25

"P.-I."

Clondyke Extra.

READY THIS MORNING.

Contains a summary of all the
latest news, maps, interviews, etc.,
relating to the great Alaskan Gold
Fields. Procure your copies at
Business Office of the Post-Intel-
ligencer. Price 5 cents. Special
rates given on large orders. Every
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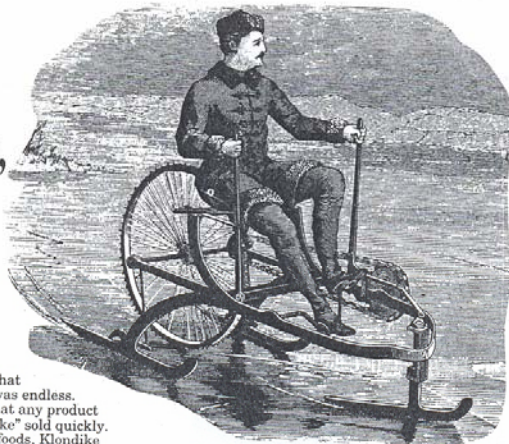
Newspapers used the Klondike Gold Rush to
sell subscriptions.

AGE 10

INNOVATIONS & INVENTIONS

New challenges called for new thinking in Seattle during the Gold Rush. Although hucksters made money preying on the adventurers, many improvements came with the race north.

THINGS THAT WORKED, THINGS THAT DIDN'T



The list of potential supplies that could be used in the Yukon was endless. Outfitters soon discovered that any product bearing the magical word "Klondike" sold quickly. Here were Klondike evaporated foods, Klondike beer, Klondike clothes, Klondike stoves and even special Klondike medicine kits.

The general feeling that gullible stampedeers could buy anything attracted a wide variety of confidence men and shady operators. They promoted an assortment of useless paraphernalia and get-rich-quick schemes.

The ultimate gimmick was stock being sold in the "Transalaskan Gopher Co." - a firm that planned to train gophers to retrieve gold nuggets underground.

How were some of the Gold Rush "inventions" that didn't live up to their billing?

1. Bicycles
2. Gas or steam powered sleds
3. Automatic gold pans
4. Year's supply of food dehydrated to weigh 13 lbs. (one year's supply normally weighs 1,200 lbs.)

Portable cabins and sawmills
Slot machines that took nuggets instead of coins
Boat-sleds
An X-ray machine that could identify buried gold

But not all the innovations that came out of the Klondike Gold Rush were designed to fool the buyer. There were also many successful improvements and inventions that came out of the drive for gold:

Improved food canning and drying techniques
Use of sled dogs by non-native Americans
Mass media and advertising strategies
The concept of "outfitting," or simply placing an order with a vendor for all your Klondike needs.
Improved mining techniques

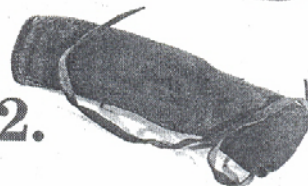
WHAT IS IT?

Can you guess what these objects are? They were each used during the Gold Rush.

1.



2.



3.



4.

Answers on page 16

SAUL BROMBERGER/P-I photos

WHAT WOULD YOU INVENT?

What would you take to live in a tent on frozen ground for a year?

How were stampedeers cheated?

The negative end of outfitting included the substitution of cheaper items for the more expensive models selected (early bait-and-switch techniques). From the book "The Klondike Fever" comes the story of one mining party: "A party bought 100 lbs. of evaporated eggs from an agent who poured some yellow powder out of the sack and cooked it before their eyes to demonstrate his honesty. It tasted like scrambled eggs. But when the party reached Alaska and opened the sack, they discovered that the salesman, by sleight of hand, had substituted yellow cornmeal."

NEW TERMS

Drifting

Because the ground was frozen all year around miners would thaw out dirt under their cabins by building fires. During summer they would wash out the prepared dirt.

Can you find the word on these pages?



ESTELLA's JOURNAL

About midnight we had a very exciting experience. We awoke and heard dreadful cries of "Murder! Murder! Help! Police!" So we rushed to the door and peeked out, but all we could see were hands, arms and feet in a real scramble.

Then we heard three shots. It was a burglar and one of the guests of the hotel, who was now near the stairway. The burglar got away and rushed out of the house.

The police were called, but did not get him. That was the last we saw of him. We did not sleep much more that night. The next day we took our baggage and went over to the other hotel. One morning we climbed a

hill near Skagway. The road was steep, but the flowers, ferns and scenery were beautiful.

When we reached the top, we came to a large reservoir that supplies Skagway's drinking water. Reid Falls and the Skagway River were among our other visits. Twelve days spent in this way soon passed. We did not care very much for Skagway because it was so muddy and windy, but some of the scenery was beautiful.